



Content Designer / Strategist Information Session

March 2023



Agenda

- 1 Introduction to the U.S. General Services Administration (GSA)
- 2 Overview of the Technology Modernization Fund (TMF)
- 3 Content designer / strategist role details
- 4 Application and hiring process information
- 5 Q&A

GSA's mission is to deliver the best customer experience and value in real estate, acquisition, and technology services to the government and the American people.





About GSA

GSA was established by President Harry Truman on July 1, 1949 to “**streamline the administrative work of the Federal Government.**”

Today, GSA provides centralized procurement and **shared services for the Federal Government**, managing a nationwide real estate portfolio, overseeing billions of dollars in contracts, and **delivering technology services at scale.**

370M+ square feet
of workspace for 1.1 million
federal employees, while
preserving more than 500
historic properties

~\$75B annual contracts
managed by America's only
source solely dedicated to
procuring goods and services for
government

~Millions of people
served through shared technical
products, platforms, and
services used by dozens of
federal agencies

Challenges with government IT modernization



>85%

**of large govt
software projects
are unsuccessful**

Only 13% of projects valued at \$6M or greater, in Europe and the United States, are completed satisfactorily, on time, and within budget.

\$90B+

**spent in federal
IT spending in
FY2019**

According to the GAO's June 2019 report, "Agencies Need to Develop Modernization Plans for Critical Legacy Systems."

80%

**is allocated for the
maintenance of
legacy software**



The mission of the Technology Modernization Fund is to reimagine, transform, and modernize the way the government uses technology to deliver for the American public equitably, securely, and in a user-centered way.



The TMF approach



Incremental investment ties additional funding to the delivery of specific milestones



Iterative, agile process that enables teams to course-correct and improve outcomes



Provide **timely, accessible funding** that move faster and align with annual budget cycles



Investments go *beyond* funding, providing **oversight, expertise, and support** in **public-facing services that span multiple agencies**



Unique high-level view of agency needs across the federal enterprise



TMF by the numbers

\$688M+

Invested in 38 projects
across 22 federal
agencies

\$1.2B

In total investment
funding available

220+

Proposals received and
reviewed, totaling \$3.5B
in demand

2M+

Federal employees'
data security
improved

1M+

Veterans able to
request and receive
digital service records

100M+

Students and borrowers'
data protection
improved

U.S. Department of Agriculture



Efficiently inspecting produce to safeguard the food supply and boost farm revenues

- Improved operational efficiency while leveraging commercially available offerings to securely manage billing, inspection, and certification processes
- Eliminated manual, paper-based processes that required duplicative data entry
- Enables customers to submit online service requests and receive electronic certificates, instead of paper certificates posted by mail



Introducing the USDA Specialty Crops Inspection Division

60B+
pounds of fruits &
vegetables inspected

\$713M
worth of school
lunches

U.S. Department of Labor



Expedited processing of labor certifications for agriculture and trade craft visas

- Shifted from a paper-based process to an electronic one
- Created an interagency data hub to issue electronic labor certificates to farmers, small business owners, and other agency partners
- Reduced labor certification processing time **by two business days per application**; allowed applicants and employers to **apply and view their application statuses in real-time**

176%

more agriculture
certifications daily

2 days

saved per application
for every visa

\$1.9M

annual cost savings

Learn more about our impact at <https://tmf.cio.gov/impact/>.

Content designer role details



Role opportunity

Content strategists at the TMF will support us in creating clear, compelling, consistent, accurate, and accessible content and developing a content strategy to communicate the successes and lessons from the TMF investments.

1

Storytelling

Sharing the impact and lessons from TMF investments (\$600M+)

2

Strategizing

Improving the way TMF approaches content by building best practices

3

Consulting

Acting as a subject matter expert for the agencies we work with on their content



What you'll be doing...

Creating and refining content

- Designing and writing content in plain language across multiple channels (including non-digital channels): websites, social media, blogs, email, etc
- Editing and reviewing content for appropriate style and tone, accuracy, and to ensure it aligns with the audience it serves
- Identifying and implementing content improvements based on exercises such as content audits, comparative analyses, gap analyses, site mapping, etc

Conducting research and leveraging data

- Conducting user research and evaluating quantitative and qualitative data to identify user intent and better understand and meet audience needs

Defining a content strategy

- Contributing to and refining content strategy and artifacts such as style guides and editorial calendars to ensure messaging is unified across all channels

Collaborating with the team and partners

- Working closely with designers and developers to provide a content perspective for design efforts, outreach, etc
- Engaging with partners to ensure accuracy of information and strategizing around opportunities for collaboration



Background and experience

- Have a deep understanding of research methods and content design: can conduct research to gather insights about users and their needs, analyze quantitative and qualitative data to inform content strategy across multiple channels, and contribute to content governance frameworks
- Write, review, and edit content following plain language and accessibility best practices that is tailored to specific audiences
- Leverage a variety of analytics tools to develop user stories and user journeys and use their findings to make improvements to content
- Work collaboratively with people from many organizations and disciplines

Application and hiring process



Position basics

- **Eligibility requirements:** All United States citizens and nationals (residents of American Samoa and Swains Islands)
- Term employees, extendable up to 8 years
- 100% remote / virtual positions with occasional travel
- All roles are eligible for [benefits](#)
- [Salary](#): GS-13, Step 1 - \$112,015 to GS-13, Step 10 - \$145,617
 - Based on DC locality; subject to change based on your home location

Applying on USAJobs



USAJOBS

IT Specialist (Content Designer) PUBLIC NOTICE FLYER

GENERAL SERVICES ADMINISTRATION
Immediate Office of the Administrator

[Summary](#) [This job is open to](#) [Duties](#) [Requirements](#) [How you will be evaluated](#) [Required documents](#) [How to Apply](#)

Summary

This position is in the General Services Administration (GSA), Office of the Deputy Administrator, Program Management Office for the Technology Modernization Fund (TMF).

[Learn more about this agency](#)

This job is open to

Career transition (CTAP, ICTAP, BPPL)
Federal employees who meet the definition of a "surplus" or "displaced" employee.

The public
U.S. Citizens, Nationals or those who owe allegiance to the U.S.

Clarification from the agency

US Citizenship or National (Residents of American Samoa and Swains Island).

Overview

Open & closing dates
02/24/2023 to 03/12/2023

Salary
\$64,456 - \$129,308 per year

Pay scale & grade
GS-13

Location
2 vacancies in the following location:

USAJOBS

Applying to: IT Specialist (SYSANALYSIS... Immediate Office of the Admin... Who may apply

- 1 Select Resume
- 2 Select Documents
- 3 Review Package
- 4 Demographic Details
- 5 Survey
- 6 Continue Application

Select Resume

Instructions

Select the resume you want to submit with your application. You can only submit one resume and can't go to the next step until you select one.

If the resume you want to select is not available, click Add Resume to upload a new one or create one using the USAJOBS Resume Builder. You can store up to five resumes in your USAJOBS profile. You may need to delete an existing resume to upload or create a new one. If you delete, create or upload any resume, we will also update your profile with those changes.

Your Resumes

1

Required Documents

Acceptable File Formats

Uploaded resumes must be in one of the following formats: GIF, JPG, JPEG, PDF or Word (DOC or DOCX)

Do Not Include in Resumes:

- Classified information
- Social Security Numbers
- Photos of yourself or others
- Personal or sensitive information

Helpful Links

GSA U.S. General Services Administration

[ABOUT GSA](#) [CAREERS HOME](#) [VETERANS](#) [PERSONS WITH DISABILITIES](#) [STUDENTS & RECENT GRADUATES](#)

Vacancy Details

[VIEW ELIGIBILITY QUESTIONS](#) [VIEW VACANCY QUESTIONS](#) [PRINT VACANCY](#)

Vacancy Questions Preview

Grade: 13

Applicants applying for the GS-13 grade level must meet the following requirements: Have IT-related experience demonstrating EACH of the four competencies AND one year of specialized experience equivalent to the GS-12 level in the Federal service as described below:

IT SPECIALIST COMPETENCY REQUIREMENTS:

- Attention to Detail - This skill is generally demonstrated by assignments where the applicant investigates and evaluates "state of the art" technology of the industry.
- Customer Service - This skill is generally demonstrated by assignments where the applicant confers with users to evaluate the effectiveness of, or identify the need for, computer programs or management systems.
- Oral Communication - This skill is generally demonstrated by assignments where the applicant persuades others to take a particular course of action or to accept findings, recommendations, changes, or alternative viewpoints.
- Problem Solving - This skill is generally demonstrated by assignments where the applicant identifies and accommodates technology and resource constraints.

SPECIALIZED EXPERIENCE REQUIREMENTS: Specialized experience for this role is: experience planning, writing, editing, and publishing content; developing content strategy, information architecture, or content design approaches; and participating in content or design efforts across cross-functional teams.

<https://jobs.monstergovt.com/gsa/vacancy/previewVacancyQuestions.hms?orgId=1&jnum=108192>



Application

- GSA hiring is resume-based
- PDF format generally works best
- Federal-style resume resources
 - <https://join.tts.gsa.gov/resume/>
 - <https://handbook.tts.gsa.gov/hiring-staying-or-changing-jobs/resume/>



Meeting qualifications

- Look at the “Qualifications” section of the job announcement for Specialized Experience and competency requirements
- Clearly address them directly in your resume
- Show at least 1 year of relevant experience
- Include month and year for all positions held



Specialized experience

- Experience planning, writing, editing, and publishing content
- Experience developing content strategy, information architecture, or content design approaches
- Experience participating in content or design efforts across cross-functional teams



Interviews

- Will likely be scheduled over Google Meet, but happy to provide any accommodations that will help you interview at your best
- Two interviews – Technical and Core Value Alignment
- All interview questions will be provided in advance



Next steps

- Job is posted on USAJobs until Friday, March 10th at 11:59PM ET
- Applications reviewed upon position closing
 - Updates will be only provided to those who are selected to interview
- Average timeline from tentative offer to final offer is about 1.5 months



Questions?

For questions after this session, contact us at tmf@gsa.gov.

Learn more about our projects at tmf.cio.gov.